Signage and Vehicle Brand Style Guide

The purpose of this brand style guide is to have a campus-wide unified and comprehensive look for all building identity, directional, wayfinding, address and LED panel signage on University buildings, walkways, entrances, etc.

This guide is part of the brand platform set that helps each of the University of Delaware’s communications efforts to work in concert. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand’s visual elements, messages and implementation. To be successful, every entity in the UD community needs to help deliver the UD brand identity and message through its programs and activities.
Signage

Campus signage, from building identification to directional signs, is another way in which UD maintains a consistent brand identity. This section outlines the standards and guidelines for various types of University signage.

All exterior building and directional signage should be developed in cooperation with the University of Delaware's Planning and Project Delivery department and the UD Architect:

142 General Services Building
222 S. Chapel St.
Newark, DE 19716-1744
Fax: 302-831-8294
Telephone: 302-831-1744
Email: ud-fpc@udel.edu

To request a new sign, please submit a completed “University of Delaware New Exterior Sign Request Form” to the Planning and Project Delivery department.

The Sign Request Form may be found online at:
On that page, select “Requesting Signage.”
**Post style**

**Features & Benefits:**
- Bodies offer a framed or frameless appearance.
- No visible panel attachment fasteners.
- Quick and easy to assemble.

**Round**  
Part #1007  
*Painted matte black*  

**NOTE:** Face material not included.
Double-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (1) Directional Panel - 42"h x 48"w
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - approx. 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Up to (7) Directional Panels - 6"h x 48"w with options for larger panels
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - Aprox 80"
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - 72"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (2) Logo Directional Panels - 12"h x 48"w
- (5) Directional Panels - 6"h x 48"w
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17
  - apple green 180C-196

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"
Single-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 72"h x 18"w
- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)
- (1) Cast aluminum UD medallion (blue/silver)
- (1) Directional Panel - 63"h x 18"w
- .125" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete
- Height to top of the sign - approx. 72"
**Single-Sided Aluminum Fabricated Building Identity Sign, to include:**

- Overall Size - 51"h x 24"w

- (1) Header Panel - 9"h x 24"w (including height of the logo medallion)

- (1) Directional Panel - 42"h x 24"w

- .125" Painted matte black aluminum

- Posts: SignComp.com, series 3, part #1007 round

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete

- Height to top of the sign - approx. 72"
Double-Sided Aluminum Fabricated Building Identity Sign, each side to include:

- Overall Size - 96”h x 18”w

- (1) Header Panel - 9”h x 18”w (including height of the logo medallion)

- (1) Cast aluminum UD medallion (blue/silver)

- (1) Directional Panel - 87”h x 18”w

- .125” Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8” UD logo medallion

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above on (2) 4” x 4” painted aluminum square posts in dirt set in concrete

- Height to top of the sign - approx. 96”
Trabant University Center LED double-sided sign
Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 10"h x 8.5"w
- (1) Header Panel - 2.25"h x 8.5"w
- (1) Address Panel - 7.75"h x 8.5"w
- .25" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60” AFF
Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 14.5"h x 12"w
- (1) Header Panel - 3.25"h x 12"w
- (1) Address Panel - 11.25"h x 12"w
- .25" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above pin-mounted flat on wall at location.

- Installation 60" AFF
Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 24"h x 20"w
- (1) Header Panel - 5.5"h x 20"w
- (1) Address Panel - 18.5"h x 20"w
- .25" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  • full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  • reflective white
  • bright yellow 180C-15
  • vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF
STAR Campus 72x120 pylon building signage

Health Sciences Complex
OPEN TO THE PUBLIC
Delaware Physical Therapy Clinic
Nurse Managed Health Center

Delaware Health Sciences Alliance
Delaware Rehabilitation Institute
Biomedical Research Laboratories

540

Colors

- Intense Blue (180C-47)
- Bright Yellow (180C-15)
- Light Orange (180C-54)

3M Controltac Plus Graphic Film

Pantone 2645C
Pantone 108C
Pantone 144C
Pantone Color Matching System

Blue
Yellow
Orange
Acrylic Polyurethane

Main Title Font/Typestyle: Myriad Pro Bold
Name Font/Typestyle: Myriad Pro Semibold
Number Font/Typestyle: Myriad Pro Regular
Logo: Official STAR Campus lockup

Top view of pylon sign.

Background color: Pantone Cool Grey 3
STAR Campus Specialty signage for internal/UD Public Entities

Colors

- Intense Blue (180C-47)
- Bright Yellow (182C-15)
- Light Orange (186C-64)
- 3M Controltac Plus Graphic Film

Pantone 2946C
Pantone 109C
Pantone 144C
Pantone Color Matching System

Blue
Yellow
Orange
Acrylic Polyurethane

Font/Typestyle: Myriad Pro Semibold
Logo: Official STAR Campus Lockup

Top view of pylon sign.

Background color:
Pantone Cool Grey 3
STAR Campus Specialty signage for Commercial Tenants

 Tenant logo/name image area
 14” h x 52” w
 (obtain high resolution art from tenant)

 Colors

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Color Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intense Blue (180C-47)</td>
<td>Pantone 2945C</td>
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<tr>
<td>Medium Gray (180C-31)</td>
<td>Pantone Cool Grey 8C</td>
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<tr>
<td>3M ControlTac Plus Graphic Film</td>
<td>Pantone Color Matching System</td>
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<tr>
<td>Blue</td>
<td>Cool Grey 80%</td>
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<tr>
<td></td>
<td>Acrylic Polyurethane</td>
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 Number Font/Typestyle: Myriad Pro Regular
 Logo: Official STAR Campus logo

 Top view of pylon sign.

Background color:
Pantone Cool Grey 3
UD Downtown Building Sign (Wilmington, DE)

Colors

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<thead>
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<th>Color Name</th>
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<td>A9561-T</td>
<td>Pantone 300SC</td>
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<td>A9566-T</td>
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<td>Avery Translucent A6 Film</td>
<td>Pantone Color Matching System</td>
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</table>

16' x 2'
30” Public Parking Lot Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>Pantone 2945C</th>
<th>Pantone Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>White 342C</td>
<td>Green 2945C</td>
<td>Acrylic Polyurethane</td>
</tr>
<tr>
<td>Green (680-55, 680CR-55)</td>
<td>Blue 2945C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
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<td></td>
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Font

Helvetica Bold CAPS, no size distortion

OPTIONS

PUBLIC PARKING

LOT #41
18” Service Vehicle Sign

Colors

<table>
<thead>
<tr>
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<th>3M Controllac Plus Graphic Film</th>
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<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

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- UNIVERSITY
- SERVICE
- VEHICLES
- ONLY

AT ALL TIMES

TOWING ENFORCED

OPTION B:

< MONDAY – FRIDAY
7 A.M. – 5 P.M.
18” Reserved Space Sign

Colors

<table>
<thead>
<tr>
<th>White 3M 5100 (reflective)</th>
<th>Intense Blue (160C-47)</th>
<th>3M ControllTac Plus Graphic Film</th>
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<tr>
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<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
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<tr>
<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

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OPTION B:
MONDAY - FRIDAY
7 A.M. - 7 P.M.

OPTION C:
AT ALL TIMES
UD SIGNAGE

18” ADA Sign

Colors

<p>| | | |</p>
<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td>White (5000)</td>
<td>Blue 680-75, 680CR-75</td>
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<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
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Font

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Reserved Parking

Pantone 2945C

Acrylic Polyurethane

White and Blue

UD and ADA Permit Required

---
8” Motorcycle Sign

Colors

<table>
<thead>
<tr>
<th>Material</th>
<th>Color Code</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
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<td>Pantone Color Matching System</td>
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<tr>
<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
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</table>

Font

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18” Pedestrian Walkway Sign

Colors

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<td>Inverse Blue 3M 204SC</td>
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<td>204SC</td>
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Font

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UD SIGNAGE

18” Shuttle Bus Stop Sign

Colors

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<tbody>
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<td>Intense Blue (180C-47)</td>
<td>Pantone 2945C</td>
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<tr>
<td>3M Control Plus Graphic Film</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
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</tbody>
</table>

Font

*Helvetica Bold CAPS, no size distortion*
24” Reserved Football

Colors

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<th>Color</th>
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<tbody>
<tr>
<td>White (5000)</td>
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<td>Green (680-56, 680CR-56)</td>
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<tr>
<td>Blue (680-75, 680CR-75)</td>
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<tr>
<td>Scotchlite Reflective Graphic Film</td>
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<table>
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<th>Color</th>
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<tr>
<td>Blue</td>
<td></td>
<td>Acrylic Polyurethane</td>
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</tbody>
</table>

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This Lot
RESERVED
Home Football
Game Days

12 AM - 9 PM

UNAUTHORIZED VEHICLES WILL BE TOWED AT OWNER'S EXPENSE.
18” Low Emitting & Fuel Efficient Vehicles Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
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<tbody>
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<td>Pantone 2845C</td>
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<tr>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

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```
LOW EMITTING
& FUEL
EFFICIENT VEHICLES ONLY
AT ALL TIMES
TOWING ENFORCED
```

Dimensions:
- Width: 18”
- Height: 12”
- Top margin: 3.75”
- Bottom margin: 6.0”
- Left margin: 1.25”
- Right margin: 1.50”
- Border: .50”
- Text: .75”
- Symbol: 1.25”

X = .75”
18” UD Electric Vehicle Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 342C</th>
<th>Pantone 2945C</th>
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<tbody>
<tr>
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<td>Pantone 2945C</td>
<td>Scotchlite Reflective Graphic Film</td>
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<tr>
<td>White</td>
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<td>Acrylic Polyurethane</td>
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# 12” Tobacco-Free Campus Sign

## Colors

<table>
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<th></th>
<th>White (5000)</th>
<th>Blue 680-82</th>
<th>Blue 680-75, 680CR-75</th>
<th>ScotchBrite Reflective Graphic Film</th>
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<tbody>
<tr>
<td>Pantone</td>
<td>Pantone 199C</td>
<td>Pantone 2945C</td>
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<td>Acrylic Polyurethane</td>
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![12” Tobacco-Free Campus Sign](image-url)
96” & 48” Parking Garage Signs

Colors

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<tr>
<th>White (5000)</th>
<th>Green (680-56, 680CR-56)</th>
<th>Blue 680-75, 680CR-75</th>
<th>Scotchlite Reflective Graphic Film</th>
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<tbody>
<tr>
<td>Pantone 342C</td>
<td>Pantone 2945C</td>
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<td>Green</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

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Amstel Avenue  South Main St.

Exit to South Main Street

Exit for South Main Street
36” Fee Structure Sign

Colors

<table>
<thead>
<tr>
<th></th>
<th>White (5000)</th>
<th>Green (680-56, 680CR-66)</th>
<th>Blue (880-75, 880CR-75)</th>
<th>Scotchlete Reflective Graphic Film</th>
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<tbody>
<tr>
<td>Pantone</td>
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<td>Blue</td>
<td>Acrylic Polyurethane</td>
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</table>

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OPTIONS

PERKINS STUDENT CENTER-GARAGE LOT#4C

TRABANT UNIV. CENTER GARAGE LOT#17C

CENTER FOR THE ARTS GARAGE LOT#14C
18” UD Garage Assistance Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>Pantone 342C</td>
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</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td>Pantone 284SC</td>
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<tr>
<td>Blue 680-75, 680CR-75)</td>
<td>Pantone Color Matching System</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

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For assistance when no attendant is on duty, call Parking Services at 302-831-1184.

After 5 PM weekdays, weekends and holidays call Public Safety at 302-831-2222 or use a blue light phone.
UD SIGNAGE

UD Security Monitoring Signs

Colors

<table>
<thead>
<tr>
<th>12” x 18”</th>
<th>12” x 12” and 18” x 18”</th>
</tr>
</thead>
</table>

Font: Helvetica Bold CAPS, no size distortion
Examples of University Signage

A. Building Identification/Address Signs, Surface-mounted
Material: Aluminum (see size variations and details on previous pages)
Font: Myriad Pro Bold, Myriad Pro Semibold
Dimensions: 7” x 8”, 8.5” x 10”, 12” x 14.5”, 20” x 24”
Notes: Primary logo with Building/Department Identification

B. Building Card Reader Signs, Surface-mounted
Material: PVC
Logo: white Circle UD
Dimensions: 8” x 8”

C. Building Identification Signs, Surface-mounted
Material: Cast bronze (see photos)
Font: Stone Serif Medium
Dimensions: 19” x 15”
Notes: UD Circle logo with Building/Department Identification and address
Examples of University Signage

D. Plaques
Material: Bronze
Font: Garamond Premiere Pro, Semibold
Size: Varies
Notes: Dedication/Historic Building/Donor Plaque

E. Building History Sign, Freestanding Plaque
Material: Bronze, cement, brick
Font: Garamond Premiere Pro
  Name: Semibold 60 pt.
  Body text: Semibold 36 pt.
Size:
  Brick Base: 32" wide x 25.5" deep x 16" high
  Top of Base (white cement): 24" wide x 18.5" deep
  Plaque: 18" wide x 12" high
  1/4" border, single line
Background color: Dark Oxide
Material: Bronze
Background texture: Stipple
Total height: approx. 28"
Notes: Dedication/History Plaque

E-1. Variation
Can also have commemorative plaque on front face brick base.
(Must be approved)
Bronze Plaque: 9" wide x 6" high
**Building Naming Pin Lettering**  
**A. Building Identification**  
Material: metal (preferably black, bronze or brushed steel/aluminum/nickel)  
Dimensions: 7-10” height  
Font/Typeface: Stone Serif Regular/Medium  
Kerning: approx. +35

All final heights and kerning will be determined and approved by UD.
**UD Walkway Gates**

Material: metal, painted black

Logo: modified version of Circle UD logo/mark (please obtain correct vector logo art from Communications and Public Affairs).

Final approval of gate mockup must be approved by CPA for consistency and correct use of logo/mark.
Construction Sign 4’ x 6’ Variation

Alison Hall Renovations
Opening: Summer 2013

Typical Architect Rendering
Construction Sign 4’ x 8’

Construction Sign 4’ x 6’ Variation with Funding Attachment

Alison Hall Renovations
Opening: Summer 2013

This project generously funded by the State of Delaware

Architect Rendering
Construction Sign Variation 4’ x 8’

Life Sciences Research Facility
Opening: Winter 2012
Typical Construction Title Sign
4’ x 8’

Construction Title Sign 4’ x 8’ Variations

44 Kent Way

College of Arts & Sciences

New offices for the College of Arts & Sciences in the former Blue & Gold Club

INTERDISCIPLINARY SCIENCE & ENGINEERING LABORATORY

A home for education and research focused on energy, environment, and related policy issues.

UNIVERSITY OF DELAWARE BOOKSTORE

A Dynamic Two-Level Collegiate Superstore™ on Newark’s Main Street

BOB CARPENTER CENTER ADDITION

Basketball and Volleyball Facility
Sample Pedestrian Detour Map
Sign 4’ x 8’

Construction Fence Wind Screen Signage
UD VEHICLES

UD Campus Vehicles
The following illustrations and guidelines identify the proper use, placement and color of the University's logo on campus vehicles.

For questions about vehicular signage with respect to layout, colors and/or use of the UD logo, or to obtain a high-resolution electronic file, please contact the Communications and Public Affairs at 302-831-2791.

<table>
<thead>
<tr>
<th>Logo color, vinyl color chart</th>
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Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Motor Pool Vehicles
Guidelines for placement of UD logo and identity

Identity Legend

Use official art files only
-14” wide x 5.9” h (smaller) logo
- UD Primary Logo – (Blue) PMS 2945c
  see vinyl color chart
Do NOT attempt to recreate!

-2 inch identity number
-PMS 2945c – Blue
-Stone serif Semibold Italic font

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Service Vehicles
Guidelines for placement of UD logo and identity

Identity Legend

Use official art files only
- 18" wide x 5.9" h (larger) logo
  - UD Primary Logo – (Blue) PMS 2945c Reflective*
    see vinyl color chart
  - Do NOT attempt to recreate!
- 2 inch identity number
  - PMS 2945c – Blue Reflective*
  - Stone serif Semibold Italic font

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Motor Pool and Service Vehicles
Guidelines for placement of UD logo and identity number for vehicles other than car.